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FOR IMMEDIATE RELEASE

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**PIXELOPTICS™ ANNOUNCES NEW PATENT ISSUANCE COVERING
PROPRIETARY COMPOSITE LENS TECHNOLOGY**

ROANOKE, VA – PixelOptics of Roanoke, Virginia announces the issuance of US Patent 7,475,985 that provides substantial patent protection for PixelOptics' recently launched atLast!™ *Enhanced Multifocal Lens*, as well as its electro-active multifocal lens currently in development.

Dr. Ron Blum, president and CEO of PixelOptics, stated, "We consider this to be a key patent that protects PixelOptics' multifocal optical design and composite lens technology. We are most pleased that the U.S. Patent and Trademark Office appreciates the significance of this invention." Dr. Blum notes that PixelOptics has been diligent in protecting its intellectual property. To date PixelOptics has amassed an IP portfolio totaling more than 250 issued patents and patent applications pending worldwide.

PixelOptics introduced its new category of composite lenses with atLast! the world's first *Enhanced Multifocal* lens providing the spacious, continuous intermediate vision missing in standard multifocals. The revolutionary technology in atLast! combines understood lens design principles and well-known, proven lens materials in a unique, proprietary way that results in superior optical performance. Unlike any other multifocal available today, atLast! combines a power gradient with an embedded power segment to produce *four* zones of clear vision – Near (12" to 18"), Intermediate (18" to 29" away), Far-Intermediate (29" to five feet away) and Distance (beyond five feet). The result is continuous, wide vision from close-up to five feet away with a soft power jump when transitioning from distance to far-intermediate.

The atLast! *Enhanced Multifocal* is not a progressive lens or a blended bifocal, but an entirely original composite lens that ensures significantly improved vision for bifocal and trifocal wearers. atLast! also gives computer users and second-pair progressive wearers an opportunity for more intermediate vision than they are getting in standard multifocals.

Introduced at Vision Expo West in October 2008, atLast! *Enhanced Multifocals* are available in Composite 67, a composite material from PixelOptics that uses different high index monomers on each lens surface to maximize the thin and lightweight qualities of the lens while enhancing optical performance. Composite 67 material incorporates 1.67 high index on the back surface and Trivex® on the front surface.

atLast! *Enhanced Multifocals* have been actively sold and shipped to major laboratories throughout the U.S. since November 2008.

For more information about atLast! *Enhanced Multifocal* lenses, visit www.atlastlens.com or www.PixelOptics.com, or call Clay Musslewhite, Director of Marketing at 888-749-3567.

About PixelOptics

Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus on improving the current standard of vision correction will deliver a wide range of innovative new products based on “composite lens” and innovative design technologies. Combined in a proprietary manner, PixelOptics’ composite designs and materials will provide a vastly improved visual experience for wearers across the prescription range. For additional information please visit: www.pixeloptics.com.

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